



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

Demographic	2010	2015
Population:		
Population	1,918	2,400
Persons in Group	9	9
Households:		
Households	755	951
Family Households	583	726
Average Household Size	2.53	2.51
Population by Race and Ethnicity:		
Total	1,918	2,400
White	1,558	1,915
Black	94	134
American Indian/Alaska Native	76	95
Asian	73	103
Pacific Islander	1	1
Other Race	43	59
Two or More Races	73	93
Hispanic Population	120	177
Population by Sex:		
Male	945	1,177
Female	972	1,224
Income:		
Median Household Income	\$68,752	\$79,317
Average Household Income	\$74,925	\$82,069
Median Family Income	\$72,112	\$82,036
Average Family Income	\$80,855	\$90,506
Per Capita Income	\$27,438	\$30,323
Median Disposable Income	\$51,856	-
Average Disposable Income	\$59,361	-
Net Worth:		
Median Net Worth	154,585	-
Housing Units:		
Owner-Occupied	590	738
Renter-Occupied	165	213



Commerce Parkway

Comprehensive Trend Report

Prepared by Maxine Bates

Latitude: 35.293069

Longitude: -97.490643

Ring: 1 mile radius

Population by Age	2010		2015	
	Number	Percent	Number	Percent
Total	1,917	100.0%	2,401	100.0%
0 - 4	168	8.8%	211	8.8%
5 - 9	155	8.1%	201	8.4%
10 - 14	139	7.3%	180	7.5%
15 - 19	125	6.5%	142	5.9%
20 - 24	95	5.0%	115	4.8%
25 - 29	155	8.1%	161	6.7%
30 - 34	190	9.9%	237	9.9%
35 - 39	184	9.6%	254	10.6%
40 - 44	152	7.9%	202	8.4%
45 - 49	144	7.5%	159	6.6%
50 - 54	120	6.3%	147	6.1%
55 - 59	97	5.1%	119	5.0%
60 - 64	72	3.8%	93	3.9%
65 - 69	52	2.7%	80	3.3%
70 - 74	30	1.6%	49	2.0%
75 - 79	17	0.9%	25	1.0%
80 - 84	14	0.7%	14	0.6%
85+	8	0.4%	12	0.5%
Median Age	33.2	-	34.0	-

Population by Age - Males				
	2010	Percent	2015	Percent
Total	945	100.0%	1,177	100.0%
0 - 4	86	9.1%	108	9.2%
5 - 9	77	8.1%	100	8.5%
10 - 14	71	7.5%	91	7.7%
15 - 19	66	7.0%	71	6.0%
20 - 24	46	4.9%	58	4.9%
25 - 29	74	7.8%	73	6.2%
30 - 34	91	9.6%	115	9.8%
35 - 39	92	9.7%	124	10.5%
40 - 44	76	8.0%	101	8.6%
45 - 49	72	7.6%	81	6.9%
50 - 54	58	6.1%	72	6.1%
55 - 59	49	5.2%	58	4.9%
60 - 64	33	3.5%	43	3.7%
65 - 69	22	2.3%	37	3.1%
70 - 74	15	1.6%	21	1.8%
75 - 79	8	0.8%	12	1.0%
80 - 84	6	0.6%	7	0.6%
85+	3	0.3%	5	0.4%
Median Age	32.9	-	33.8	-

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

Population by Age - Females	2010		2015	
	Number	Percent	Number	Percent
Total	972	100.0%	1,224	100.0%
0 - 4	82	8.4%	103	8.4%
5 - 9	78	8.0%	101	8.3%
10 - 14	68	7.0%	89	7.3%
15 - 19	59	6.1%	71	5.8%
20 - 24	49	5.0%	57	4.7%
25 - 29	81	8.3%	88	7.2%
30 - 34	99	10.2%	122	10.0%
35 - 39	92	9.5%	130	10.6%
40 - 44	76	7.8%	101	8.3%
45 - 49	72	7.4%	78	6.4%
50 - 54	62	6.4%	75	6.1%
55 - 59	48	4.9%	61	5.0%
60 - 64	39	4.0%	50	4.1%
65 - 69	30	3.1%	43	3.5%
70 - 74	15	1.5%	28	2.3%
75 - 79	9	0.9%	13	1.1%
80 - 84	8	0.8%	7	0.6%
85+	5	0.5%	7	0.6%
Median Age	33.5	-	34.2	-

Households by Household Income:

Total	755	100.0%	952	100.0%
< \$10,000	17	2.3%	17	1.8%
\$10,000 - \$14,999	14	1.9%	17	1.8%
\$15,000 - \$19,999	14	1.9%	16	1.7%
\$20,000 - \$24,999	26	3.4%	25	2.6%
\$25,000 - \$29,999	29	3.8%	32	3.4%
\$30,000 - \$34,999	24	3.2%	26	2.7%
\$35,000 - \$39,999	38	5.0%	36	3.8%
\$40,000 - \$44,999	42	5.6%	44	4.6%
\$45,000 - \$49,999	42	5.6%	41	4.3%
\$50,000 - \$59,999	56	7.4%	58	6.1%
\$60,000 - \$74,999	117	15.5%	107	11.2%
\$75,000 - \$99,999	165	21.9%	235	24.7%
\$100,000 - \$124,999	107	14.2%	212	22.3%
\$125,000 - \$149,999	33	4.4%	45	4.7%
\$150,000 - \$199,999	21	2.8%	29	3.0%
\$200,000 - \$249,999	4	0.5%	4	0.4%
\$250,000 - \$499,999	5	0.7%	7	0.7%
\$500,000+	1	0.1%	1	0.1%

Source: Esri forecasts for 2010 and 2015.



Commerce Parkway

Comprehensive Trend Report

Prepared by Maxine Bates

Latitude: 35.293069

Longitude: -97.490643

Ring: 1 mile radius

<u>Families by Family Income:</u>	2010		2015	
	Number	Percent	Number	Percent
Total	581	100.0%	724	100.0%
< \$10,000	7	1.2%	4	0.6%
\$10,000 - \$14,999	8	1.4%	10	1.4%
\$15,000 - \$19,999	18	3.1%	16	2.2%
\$20,000 - \$24,999	9	1.5%	8	1.1%
\$25,000 - \$29,999	24	4.1%	24	3.3%
\$30,000 - \$34,999	17	2.9%	17	2.3%
\$35,000 - \$39,999	13	2.2%	13	1.8%
\$40,000 - \$44,999	14	2.4%	14	1.9%
\$45,000 - \$49,999	31	5.3%	31	4.3%
\$50,000 - \$59,999	58	10.0%	71	9.8%
\$60,000 - \$74,999	108	18.6%	110	15.2%
\$75,000 - \$99,999	125	21.5%	125	17.3%
\$100,000 - \$124,999	86	14.8%	156	21.5%
\$125,000 - \$149,999	30	5.2%	61	8.4%
\$150,000 - \$199,999	25	4.3%	54	7.5%
\$200,000 - \$249,999	3	0.5%	5	0.7%
\$250,000 - \$499,999	5	0.9%	5	0.7%
\$500,000+	0	0.0%	0	0.0%

Households by Disposable Income:

Total	754	100.0%
<\$15,000	39	5.2%
\$15,000 - \$24,999	52	6.9%
\$25,000 - \$34,999	100	13.3%
\$35,000 - \$49,999	157	20.8%
\$50,000 - \$74,999	228	30.2%
\$75,000 - \$99,999	105	13.9%
\$100,000 - \$149,999	64	8.5%
\$150,000 - \$199,999	5	0.7%
\$200,000+	4	0.5%

Households by Net Worth:

Total	754	100.0%
<\$15,000	123	16.3%
\$15,000 - \$34,999	46	6.1%
\$35,000 - \$49,999	32	4.2%
\$50,000 - \$74,999	47	6.2%
\$75,000 - \$99,999	47	6.2%
\$100,000 - \$149,999	76	10.1%
\$150,000 - \$249,999	90	11.9%
\$250,000 - \$499,999	151	20.0%
\$500,000 - \$999,999	92	12.2%
\$1,000,000+	50	6.6%



Commerce Parkway

Comprehensive Trend Report

Prepared by Maxine Bates

Latitude: 35.293069

Longitude: -97.490643

Ring: 1 mile radius

Consumer Spending (2010)	Total
<u>Retail Summary:</u>	
Retail Expenditures	\$19,205,217
<u>Apparel:</u>	
Apparel and Services	\$1,353,047
Men's Apparel	\$242,293
Women's Apparel	\$409,044
Children's Apparel	\$257,636
Infant Apparel (Under 2 Years)	\$80,438
Footwear	\$164,325
Watches & Jewelry	\$160,882
Other Apparel and Services	\$118,868
<u>Education:</u>	
Education	\$967,105
School Books & Supplies	\$140,198
<u>Transportation (Local):</u>	
Gasoline and Motor Oil	\$2,260,064
Vehicle Maintenance & Repairs	\$752,449
Vehicle Insurance	\$917,462
<u>Entertainment/Recreation:</u>	
Entertainment & Recreation	\$2,688,136
Fees and Admissions	\$543,445
Membership Fees for Social/Recreation/Civic Clubs	\$136,408
Fees for Participant Sports, excl. Trips	\$95,076
Admission to Movie/Theatre/Opera/Ballet	\$128,359
Admission to Sporting Events, excl. Trips	\$55,858
Fees for Recreational Lessons	\$127,299
TV/Video/Sound Equipment	\$977,610
Community Antenna or Cable Television	\$533,090
Televisions	\$173,874
VCRs, Video Cameras, and DVD Players	\$17,030
Video Cassettes and DVDs	\$43,034
Video Game Hardware and Software	\$49,748
Satellite Dishes	\$1,236
Rental of Video Cassettes and DVDs	\$35,414
Sound Equipment	\$116,924
Rental of TV/VCR/Radio/Sound Equipment	\$648
Repair of TV/Radio/Sound Equipment	\$5,472
Pets	\$432,171
Toys and Games	\$121,998
Recreational Vehicles and Fees	\$263,506
Sports/Recreation/Exercise Equipment	\$124,356
Photo Equipment and Supplies	\$89,013
Film Processing	\$17,815
Reading	\$115,331

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

Consumer Spending (2010)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$315,655
<u>Health Care:</u>	
Health Care	\$2,709,109
Health Insurance	\$1,386,882
Nonprescription Drugs	\$77,490
Prescription Drugs	\$335,459
Eyeglasses and Contact Lenses	\$59,683
<u>Food Services:</u>	
Food at Home	\$3,407,241
Bakery and Cereal Products	\$449,584
Meat, Poultry, Fish, and Eggs	\$783,109
Dairy Products	\$375,461
Fruits and Vegetables	\$596,940
Snacks and Other Food at Home	\$1,202,142
Nonalcoholic Beverages at Home	\$334,367
Food Away from Home - Meals at Restaurants/Other	\$2,382,805
Alcoholic Beverages	\$445,857
<u>Housing:</u>	
Shelter	\$13,273,234
Mortgage Payment & Basics	\$9,062,155
Owned Dwellings	
Maintenance & Remodeling Services	\$1,747,454
Maintenance & Remodeling Materials	\$321,430
Paint/Wallpaper/Supplies	\$17,838
Rented Dwellings	
Maintenance & Remodeling Services	\$11,486
Maintenance & Remodeling Materials	\$62,540
Paint/Wallpaper/Supplies	\$487
Utilities/Fuel/Public Services	\$3,410,767
Telephone Services	\$1,099,683
Insurance - Owners & Renters	\$395,800
<u>Household Goods:</u>	
Household Textiles	\$109,549
Furniture	\$519,935
Floor Coverings	\$57,953
Major Appliances	\$248,468
Housewares	\$61,953
Small Appliances	\$24,656
Luggage	\$8,023
Telephones and Accessories	\$24,926
Housekeeping Supplies	\$548,701
Computer & Hardware for Home Use	\$161,563
Software & Accessories for Home Use	\$24,012

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

Consumer Spending (2010)	Total
<u>Personal Care:</u>	
Personal Care Products	\$329,631
Personal Care Services	\$245,678
<u>Financial:</u>	
Investments	\$1,204,855
Vehicle Loans	\$4,232,641
<u>Household Services:</u>	
Computer Information Services	\$200,141
Child Care	\$483,833
Lawn & Garden	\$337,994
Moving/Storage/Freight Express	\$48,295
Housekeeping Services	\$136,066
<u>Transportation (Local):</u>	
Vehicle Insurance	\$917,462
Vehicle Purchases (Net Outlay)	\$3,741,640
Gasoline	\$2,208,161
Motor Oil	\$8,801
Vehicle Maintenance and Repairs	\$752,449
<u>Travel:</u>	
Travel	\$1,585,385
Airline Fares	\$397,577
Lodging on Trips	\$364,470
Auto/Truck/Van Rental on Trips	\$33,587
Food and Drink on Trips	\$360,994
<u>Miscellaneous Expenses:</u>	
Smoking Products	\$267,404

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L1. High Society	99
01 Top Rung	0
02 Suburban Splendor	0
03 Connoisseurs	0
04 Boomburbs	99
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	0
07 Exurbanites	0
L2. Upscale Avenues	0
09 Urban Chic	0
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	0
17 Green Acres	0
18 Cozy and Comfortable	0
L3. Metropolis	0
20 City Lights	0
22 Metropolitans	0
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	0
08 Laptops and Lattes	0
23 Trendsetters	0
27 Metro Renters	0
36 Old and Newcomers	0
39 Young and Restless	0
L5. Senior Styles	3
14 Prosperous Empty Nesters	3
15 Silver and Gold	0
29 Rustbelt Retirees	0
30 Retirement Communities	0
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	0
57 Simple Living	0
65 Social Security Set	0
L6. Scholars & Patriots	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: Esri.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L7. High Hopes	0
28 Aspiring Young Families	0
48 Great Expectations	0
L8. Global Roots	0
35 International Marketplace	0
38 Industrious Urban Fringe	0
44 Urban Melting Pot	0
47 Las Casas	0
52 Inner City Tenants	0
58 NeWest Residents	0
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	653
12 Up and Coming Families	653
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
L10. Traditional Living	0
24 Main Street, USA	0
32 Rustbelt Traditions	0
33 Midlife Junction	0
34 Family Foundations	0
L11. Factories & Farms	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	0
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	0
46 Rooted Rural	0
66 Unclassified	0

Source: Esri.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 1 mile radius

2010 Population 25+ by Educational Attainment

Total	1,236
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	5.4%
High School Graduate	26.6%
Some College, No Degree	25.8%
Associate Degree	9.0%
Bachelor's Degree	23.4%
Graduate/Professional Degree	8.7%

2000 Households by Type

Total	196
Family Households	82.7%
Married-couple Family	72.4%
With Related Children	41.3%
Other Family (No Spouse)	10.2%
With Related Children	6.6%
Nonfamily Households	17.3%
Householder Living Alone	13.8%
Householder Not Living Alone	3.6%
Households with Related Children	47.7%
Households with Persons 65+	11.2%

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 3 miles radius

Demographic	2010	2015
Population:		
Population	32,687	38,721
Persons in Group	94	94
Households:		
Households	11,850	14,138
Family Households	9,141	10,786
Average Household Size	2.75	2.73
Population by Race and Ethnicity:		
Total	32,687	38,722
White	26,743	31,166
Black	1,361	1,846
American Indian/Alaska Native	1,368	1,618
Asian	1,084	1,473
Pacific Islander	20	27
Other Race	710	926
Two or More Races	1,401	1,666
Hispanic Population	2,170	2,981
Population by Sex:		
Male	15,983	18,877
Female	16,707	19,844
Income:		
Median Household Income	\$64,894	\$75,641
Average Household Income	\$72,083	\$78,869
Median Family Income	\$68,730	\$77,179
Average Family Income	\$77,302	\$87,346
Per Capita Income	\$26,468	\$29,144
Median Disposable Income	\$50,310	-
Average Disposable Income	\$57,277	-
Net Worth:		
Median Net Worth	146,941	-
Housing Units:		
Owner-Occupied	9,341	11,100
Renter-Occupied	2,509	3,038



Commerce Parkway

Ring: 3 miles radius

Comprehensive Trend Report

Prepared by Maxine Bates

Latitude: 35.293069

Longitude: -97.490643

Population by Age	2010		2015	
	Number	Percent	Number	Percent
Total	32,690	100.0%	38,721	100.0%
0 - 4	2,768	8.5%	3,277	8.5%
5 - 9	2,619	8.0%	3,157	8.2%
10 - 14	2,390	7.3%	2,989	7.7%
15 - 19	2,231	6.8%	2,446	6.3%
20 - 24	1,670	5.1%	1,960	5.1%
25 - 29	2,518	7.7%	2,476	6.4%
30 - 34	2,978	9.1%	3,534	9.1%
35 - 39	3,038	9.3%	3,762	9.7%
40 - 44	2,483	7.6%	3,244	8.4%
45 - 49	2,462	7.5%	2,525	6.5%
50 - 54	2,161	6.6%	2,470	6.4%
55 - 59	1,778	5.4%	2,062	5.3%
60 - 64	1,327	4.1%	1,668	4.3%
65 - 69	920	2.8%	1,321	3.4%
70 - 74	573	1.8%	861	2.2%
75 - 79	360	1.1%	471	1.2%
80 - 84	251	0.8%	276	0.7%
85+	163	0.5%	222	0.6%
Median Age	33.6	-	34.3	-

Population by Age - Males

Total	15,983	100.0%	18,877	100.0%
0 - 4	1,410	8.8%	1,665	8.8%
5 - 9	1,316	8.2%	1,580	8.4%
10 - 14	1,211	7.6%	1,506	8.0%
15 - 19	1,145	7.2%	1,233	6.5%
20 - 24	833	5.2%	966	5.1%
25 - 29	1,197	7.5%	1,169	6.2%
30 - 34	1,437	9.0%	1,699	9.0%
35 - 39	1,508	9.4%	1,849	9.8%
40 - 44	1,207	7.6%	1,606	8.5%
45 - 49	1,210	7.6%	1,232	6.5%
50 - 54	1,031	6.5%	1,218	6.5%
55 - 59	864	5.4%	977	5.2%
60 - 64	625	3.9%	776	4.1%
65 - 69	401	2.5%	616	3.3%
70 - 74	267	1.7%	371	2.0%
75 - 79	160	1.0%	211	1.1%
80 - 84	106	0.7%	126	0.7%
85+	55	0.3%	77	0.4%
Median Age	33.1	-	33.9	-

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 3 miles radius

Population by Age - Females	2010		2015	
	Number	Percent	Number	Percent
Total	16,707	100.0%	19,844	100.0%
0 - 4	1,358	8.1%	1,612	8.1%
5 - 9	1,303	7.8%	1,577	7.9%
10 - 14	1,179	7.1%	1,483	7.5%
15 - 19	1,086	6.5%	1,213	6.1%
20 - 24	837	5.0%	994	5.0%
25 - 29	1,321	7.9%	1,307	6.6%
30 - 34	1,541	9.2%	1,835	9.2%
35 - 39	1,530	9.2%	1,913	9.6%
40 - 44	1,276	7.6%	1,638	8.3%
45 - 49	1,252	7.5%	1,293	6.5%
50 - 54	1,130	6.8%	1,252	6.3%
55 - 59	914	5.5%	1,085	5.5%
60 - 64	702	4.2%	892	4.5%
65 - 69	519	3.1%	705	3.6%
70 - 74	306	1.8%	490	2.5%
75 - 79	200	1.2%	260	1.3%
80 - 84	145	0.9%	150	0.8%
85+	108	0.6%	145	0.7%
Median Age	34.1	-	34.7	-

Households by Household Income:

Total	11,851	100.0%	14,137	100.0%
< \$10,000	311	2.6%	311	2.2%
\$10,000 - \$14,999	237	2.0%	271	1.9%
\$15,000 - \$19,999	256	2.2%	279	2.0%
\$20,000 - \$24,999	400	3.4%	369	2.6%
\$25,000 - \$29,999	441	3.7%	471	3.3%
\$30,000 - \$34,999	422	3.6%	450	3.2%
\$35,000 - \$39,999	659	5.6%	609	4.3%
\$40,000 - \$44,999	641	5.4%	658	4.7%
\$45,000 - \$49,999	647	5.5%	615	4.4%
\$50,000 - \$59,999	1,149	9.7%	1,158	8.2%
\$60,000 - \$74,999	1,949	16.4%	1,735	12.3%
\$75,000 - \$99,999	2,557	21.6%	3,539	25.0%
\$100,000 - \$124,999	1,215	10.3%	2,370	16.8%
\$125,000 - \$149,999	489	4.1%	668	4.7%
\$150,000 - \$199,999	318	2.7%	428	3.0%
\$200,000 - \$249,999	82	0.7%	96	0.7%
\$250,000 - \$499,999	70	0.6%	101	0.7%
\$500,000+	8	0.1%	9	0.1%

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 3 miles radius

<u>Families by Family Income:</u>	2010		2015	
	Number	Percent	Number	Percent
Total	9,143	100.0%	10,783	100.0%
< \$10,000	140	1.5%	74	0.7%
\$10,000 - \$14,999	116	1.3%	148	1.4%
\$15,000 - \$19,999	233	2.5%	204	1.9%
\$20,000 - \$24,999	153	1.7%	138	1.3%
\$25,000 - \$29,999	349	3.8%	332	3.1%
\$30,000 - \$34,999	329	3.6%	302	2.8%
\$35,000 - \$39,999	304	3.3%	299	2.8%
\$40,000 - \$44,999	314	3.4%	300	2.8%
\$45,000 - \$49,999	500	5.5%	485	4.5%
\$50,000 - \$59,999	998	10.9%	1,167	10.8%
\$60,000 - \$74,999	1,743	19.1%	1,720	16.0%
\$75,000 - \$99,999	1,906	20.8%	1,874	17.4%
\$100,000 - \$124,999	1,159	12.7%	2,015	18.7%
\$125,000 - \$149,999	439	4.8%	855	7.9%
\$150,000 - \$199,999	333	3.6%	676	6.3%
\$200,000 - \$249,999	60	0.7%	106	1.0%
\$250,000 - \$499,999	61	0.7%	82	0.8%
\$500,000+	6	0.1%	6	0.1%

Households by Disposable Income:

Total	11,850	100.0%
<\$15,000	678	5.7%
\$15,000 - \$24,999	862	7.3%
\$25,000 - \$34,999	1,611	13.6%
\$35,000 - \$49,999	2,688	22.7%
\$50,000 - \$74,999	3,677	31.0%
\$75,000 - \$99,999	1,332	11.2%
\$100,000 - \$149,999	839	7.1%
\$150,000 - \$199,999	87	0.7%
\$200,000+	76	0.6%

Households by Net Worth:

Total	11,850	100.0%
<\$15,000	1,858	15.7%
\$15,000 - \$34,999	769	6.5%
\$35,000 - \$49,999	531	4.5%
\$50,000 - \$74,999	775	6.5%
\$75,000 - \$99,999	797	6.7%
\$100,000 - \$149,999	1,253	10.6%
\$150,000 - \$249,999	1,562	13.2%
\$250,000 - \$499,999	2,429	20.5%
\$500,000 - \$999,999	1,255	10.6%
\$1,000,000+	621	5.2%



Commerce Parkway

Comprehensive Trend Report

Prepared by Maxine Bates

Latitude: 35.293069

Longitude: -97.490643

Ring: 3 miles radius

Consumer Spending (2010) **Total**

Retail Summary:

Retail Expenditures \$291,353,279

Apparel:

Apparel and Services	\$20,404,901
Men's Apparel	\$3,655,367
Women's Apparel	\$6,201,925
Children's Apparel	\$3,860,902
Infant Apparel (Under 2 Years)	\$1,201,521
Footwear	\$2,491,804
Watches & Jewelry	\$2,383,283
Other Apparel and Services	\$1,811,621

Education:

Education	\$14,632,115
School Books & Supplies	\$2,143,899

Transportation (Local):

Gasoline and Motor Oil	\$34,817,677
Vehicle Maintenance & Repairs	\$11,482,421
Vehicle Insurance	\$14,070,900

Entertainment/Recreation:

Entertainment & Recreation	\$40,376,561
Fees and Admissions	\$8,008,642
Membership Fees for Social/Recreation/Civic Clubs	\$2,018,123
Fees for Participant Sports, excl. Trips	\$1,413,155
Admission to Movie/Theatre/Opera/Ballet	\$1,910,455
Admission to Sporting Events, excl. Trips	\$823,078
Fees for Recreational Lessons	\$1,837,023
TV/Video/Sound Equipment	\$14,910,104
Community Antenna or Cable Television	\$8,275,612
Televisions	\$2,591,220
VCRs, Video Cameras, and DVD Players	\$253,972
Video Cassettes and DVDs	\$650,364
Video Game Hardware and Software	\$740,189
Satellite Dishes	\$18,204
Rental of Video Cassettes and DVDs	\$529,398
Sound Equipment	\$1,742,817
Rental of TV/VCR/Radio/Sound Equipment	\$10,372
Repair of TV/Radio/Sound Equipment	\$80,863
Pets	\$6,553,134
Toys and Games	\$1,832,094
Recreational Vehicles and Fees	\$3,852,269
Sports/Recreation/Exercise Equipment	\$1,836,129
Photo Equipment and Supplies	\$1,318,592
Film Processing	\$266,197
Reading	\$1,748,641

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 3 miles radius

Consumer Spending (2010)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$4,820,962
<u>Health Care:</u>	
Health Care	\$42,122,755
Health Insurance	\$21,623,120
Nonprescription Drugs	\$1,206,232
Prescription Drugs	\$5,346,000
Eyeglasses and Contact Lenses	\$914,882
<u>Food Services:</u>	
Food at Home	\$52,258,974
Bakery and Cereal Products	\$6,900,025
Meat, Poultry, Fish, and Eggs	\$12,062,766
Dairy Products	\$5,756,057
Fruits and Vegetables	\$9,131,931
Snacks and Other Food at Home	\$18,408,198
Nonalcoholic Beverages at Home	\$5,144,686
Food Away from Home - Meals at Restaurants/Other	\$36,225,669
Alcoholic Beverages	\$6,753,743
<u>Housing:</u>	
Shelter	\$198,430,538
Mortgage Payment & Basics	\$133,397,864
Owned Dwellings	
Maintenance & Remodeling Services	\$26,002,700
Maintenance & Remodeling Materials	\$4,775,299
Paint/Wallpaper/Supplies	\$267,717
Rented Dwellings	
Maintenance & Remodeling Services	\$185,693
Maintenance & Remodeling Materials	\$823,176
Paint/Wallpaper/Supplies	\$8,236
Utilities/Fuel/Public Services	\$52,921,782
Telephone Services	\$17,045,818
Insurance - Owners & Renters	\$6,072,895
<u>Household Goods:</u>	
Household Textiles	\$1,642,993
Furniture	\$7,730,192
Floor Coverings	\$873,819
Major Appliances	\$3,753,303
Housewares	\$933,121
Small Appliances	\$377,061
Luggage	\$118,682
Telephones and Accessories	\$372,503
Housekeeping Supplies	\$8,442,601
Computer & Hardware for Home Use	\$2,413,176
Software & Accessories for Home Use	\$358,828

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 3 miles radius

Consumer Spending (2010)	Total
<u>Personal Care:</u>	
Personal Care Products	\$5,014,720
Personal Care Services	\$3,727,005
<u>Financial:</u>	
Investments	\$17,944,013
Vehicle Loans	\$64,111,545
<u>Household Services:</u>	
Computer Information Services	\$3,033,164
Child Care	\$6,962,457
Lawn & Garden	\$5,118,139
Moving/Storage/Freight Express	\$718,986
Housekeeping Services	\$2,007,323
<u>Transportation (Local):</u>	
Vehicle Insurance	\$14,070,900
Vehicle Purchases (Net Outlay)	\$56,376,936
Gasoline	\$34,037,444
Motor Oil	\$136,914
Vehicle Maintenance and Repairs	\$11,482,421
<u>Travel:</u>	
Travel	\$23,544,607
Airline Fares	\$5,862,045
Lodging on Trips	\$5,410,270
Auto/Truck/Van Rental on Trips	\$492,130
Food and Drink on Trips	\$5,377,947
<u>Miscellaneous Expenses:</u>	
Smoking Products	\$4,276,037

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 3 miles radius

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L1. High Society	978
01 Top Rung	0
02 Suburban Splendor	0
03 Connoisseurs	0
04 Boomburbs	978
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	0
07 Exurbanites	0
L2. Upscale Avenues	6
09 Urban Chic	0
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	0
17 Green Acres	6
18 Cozy and Comfortable	0
L3. Metropolis	0
20 City Lights	0
22 Metropolitans	0
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	0
08 Laptops and Lattes	0
23 Trendsetters	0
27 Metro Renters	0
36 Old and Newcomers	0
39 Young and Restless	0
L5. Senior Styles	216
14 Prosperous Empty Nesters	205
15 Silver and Gold	0
29 Rustbelt Retirees	0
30 Retirement Communities	0
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	11
57 Simple Living	0
65 Social Security Set	0
L6. Scholars & Patriots	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: Esri.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 3 miles radius

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L7. High Hopes	0
28 Aspiring Young Families	0
48 Great Expectations	0
L8. Global Roots	0
35 International Marketplace	0
38 Industrious Urban Fringe	0
44 Urban Melting Pot	0
47 Las Casas	0
52 Inner City Tenants	0
58 NeWest Residents	0
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	9,950
12 Up and Coming Families	6,070
19 Milk and Cookies	3,880
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
L10. Traditional Living	209
24 Main Street, USA	0
32 Rustbelt Traditions	209
33 Midlife Junction	0
34 Family Foundations	0
L11. Factories & Farms	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	491
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	491
46 Rooted Rural	0
66 Unclassified	0

Source: Esri.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 3 miles radius

2010 Population 25+ by Educational Attainment

Total	21,010
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	29.0%
Some College, No Degree	26.8%
Associate Degree	9.0%
Bachelor's Degree	20.1%
Graduate/Professional Degree	8.4%

2000 Households by Type

Total	7,248
Family Households	79.9%
Married-couple Family	65.5%
With Related Children	36.7%
Other Family (No Spouse)	14.5%
With Related Children	10.4%
Nonfamily Households	20.1%
Householder Living Alone	16.2%
Householder Not Living Alone	3.9%
Households with Related Children	47.1%
Households with Persons 65+	12.0%

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 5 miles radius

Demographic	2010	2015
Population:		
Population	102,806	115,922
Persons in Group	730	730
Households:		
Households	38,597	43,692
Family Households	28,640	32,195
Average Household Size	2.64	2.64
Population by Race and Ethnicity:		
Total	102,807	115,922
White	84,544	93,852
Black	3,938	5,053
American Indian/Alaska Native	4,059	4,597
Asian	3,606	4,652
Pacific Islander	62	71
Other Race	2,283	2,809
Two or More Races	4,315	4,888
Hispanic Population	6,770	8,828
Population by Sex:		
Male	49,809	56,094
Female	52,998	59,828
Income:		
Median Household Income	\$62,788	\$73,275
Average Household Income	\$73,139	\$79,730
Median Family Income	\$69,787	\$80,577
Average Family Income	\$80,515	\$91,758
Per Capita Income	\$27,658	\$30,253
Median Disposable Income	\$49,025	-
Average Disposable Income	\$58,250	-
Net Worth:		
Median Net Worth	154,179	-
Housing Units:		
Owner-Occupied	29,239	33,133
Renter-Occupied	9,358	10,559



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 5 miles radius

Population by Age	2010		2015	
	Number	Percent	Number	Percent
Total	102,807	100.0%	115,922	100.0%
0 - 4	7,725	7.5%	8,673	7.5%
5 - 9	7,448	7.2%	8,506	7.3%
10 - 14	6,999	6.8%	8,386	7.2%
15 - 19	6,714	6.5%	7,202	6.2%
20 - 24	6,142	6.0%	6,293	5.4%
25 - 29	8,312	8.1%	7,897	6.8%
30 - 34	8,235	8.0%	10,186	8.8%
35 - 39	7,945	7.7%	9,767	8.4%
40 - 44	6,968	6.8%	8,342	7.2%
45 - 49	7,673	7.5%	7,118	6.1%
50 - 54	7,372	7.2%	7,648	6.6%
55 - 59	6,319	6.1%	7,107	6.1%
60 - 64	5,008	4.9%	6,000	5.2%
65 - 69	3,520	3.4%	4,847	4.2%
70 - 74	2,542	2.5%	3,271	2.8%
75 - 79	1,711	1.7%	2,217	1.9%
80 - 84	1,230	1.2%	1,313	1.1%
85+	944	0.9%	1,149	1.0%
Median Age	34.9	-	35.4	-

Population by Age - Males

Total	49,809	100.0%	56,094	100.0%
0 - 4	3,902	7.8%	4,379	7.8%
5 - 9	3,741	7.5%	4,261	7.6%
10 - 14	3,531	7.1%	4,222	7.5%
15 - 19	3,422	6.9%	3,626	6.5%
20 - 24	3,060	6.1%	3,106	5.5%
25 - 29	4,032	8.1%	3,831	6.8%
30 - 34	4,002	8.0%	4,927	8.8%
35 - 39	3,956	7.9%	4,761	8.5%
40 - 44	3,336	6.7%	4,138	7.4%
45 - 49	3,682	7.4%	3,406	6.1%
50 - 54	3,483	7.0%	3,691	6.6%
55 - 59	3,032	6.1%	3,315	5.9%
60 - 64	2,371	4.8%	2,830	5.0%
65 - 69	1,577	3.2%	2,254	4.0%
70 - 74	1,140	2.3%	1,422	2.5%
75 - 79	757	1.5%	972	1.7%
80 - 84	475	1.0%	562	1.0%
85+	310	0.6%	391	0.7%
Median Age	34.0	-	34.7	-

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 5 miles radius

Population by Age - Females	2010		2015	
	Number	Percent	Number	Percent
Total	52,998	100.0%	59,828	100.0%
0 - 4	3,823	7.2%	4,294	7.2%
5 - 9	3,707	7.0%	4,245	7.1%
10 - 14	3,468	6.5%	4,164	7.0%
15 - 19	3,292	6.2%	3,576	6.0%
20 - 24	3,082	5.8%	3,187	5.3%
25 - 29	4,280	8.1%	4,066	6.8%
30 - 34	4,233	8.0%	5,259	8.8%
35 - 39	3,989	7.5%	5,006	8.4%
40 - 44	3,632	6.9%	4,204	7.0%
45 - 49	3,991	7.5%	3,712	6.2%
50 - 54	3,889	7.3%	3,957	6.6%
55 - 59	3,287	6.2%	3,792	6.3%
60 - 64	2,637	5.0%	3,170	5.3%
65 - 69	1,943	3.7%	2,593	4.3%
70 - 74	1,402	2.6%	1,849	3.1%
75 - 79	954	1.8%	1,245	2.1%
80 - 84	755	1.4%	751	1.3%
85+	634	1.2%	758	1.3%
Median Age	35.8	-	36.1	-

Households by Household Income:

Total	38,598	100.0%	43,691	100.0%
< \$10,000	1,426	3.7%	1,375	3.1%
\$10,000 - \$14,999	1,008	2.6%	1,106	2.5%
\$15,000 - \$19,999	1,072	2.8%	1,128	2.6%
\$20,000 - \$24,999	1,518	3.9%	1,347	3.1%
\$25,000 - \$29,999	1,528	4.0%	1,550	3.5%
\$30,000 - \$34,999	1,400	3.6%	1,432	3.3%
\$35,000 - \$39,999	2,081	5.4%	1,839	4.2%
\$40,000 - \$44,999	1,978	5.1%	1,955	4.5%
\$45,000 - \$49,999	2,014	5.2%	1,838	4.2%
\$50,000 - \$59,999	3,963	10.3%	3,847	8.8%
\$60,000 - \$74,999	5,688	14.7%	4,893	11.2%
\$75,000 - \$99,999	7,350	19.0%	9,739	22.3%
\$100,000 - \$124,999	3,521	9.1%	6,517	14.9%
\$125,000 - \$149,999	1,944	5.0%	2,536	5.8%
\$150,000 - \$199,999	1,208	3.1%	1,525	3.5%
\$200,000 - \$249,999	473	1.2%	524	1.2%
\$250,000 - \$499,999	371	1.0%	487	1.1%
\$500,000+	55	0.1%	53	0.1%

Source: Esri forecasts for 2010 and 2015.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 5 miles radius

<u>Families by Family Income:</u>	2010		2015	
	Number	Percent	Number	Percent
Total	28,640	100.0%	32,198	100.0%
< \$10,000	528	1.8%	280	0.9%
\$10,000 - \$14,999	396	1.4%	481	1.5%
\$15,000 - \$19,999	708	2.5%	595	1.8%
\$20,000 - \$24,999	574	2.0%	500	1.6%
\$25,000 - \$29,999	1,045	3.6%	924	2.9%
\$30,000 - \$34,999	1,024	3.6%	862	2.7%
\$35,000 - \$39,999	995	3.5%	918	2.9%
\$40,000 - \$44,999	1,231	4.3%	1,109	3.4%
\$45,000 - \$49,999	1,565	5.5%	1,446	4.5%
\$50,000 - \$59,999	3,042	10.6%	3,317	10.3%
\$60,000 - \$74,999	4,529	15.8%	4,205	13.1%
\$75,000 - \$99,999	5,618	19.6%	5,169	16.1%
\$100,000 - \$124,999	3,877	13.5%	6,139	19.1%
\$125,000 - \$149,999	1,665	5.8%	3,038	9.4%
\$150,000 - \$199,999	1,121	3.9%	2,177	6.8%
\$200,000 - \$249,999	397	1.4%	609	1.9%
\$250,000 - \$499,999	288	1.0%	385	1.2%
\$500,000+	37	0.1%	44	0.1%

Households by Disposable Income:

Total	38,597	100.0%
<\$15,000	2,936	7.6%
\$15,000 - \$24,999	3,317	8.6%
\$25,000 - \$34,999	5,132	13.3%
\$35,000 - \$49,999	8,297	21.5%
\$50,000 - \$74,999	10,926	28.3%
\$75,000 - \$99,999	4,143	10.7%
\$100,000 - \$149,999	2,946	7.6%
\$150,000 - \$199,999	456	1.2%
\$200,000+	444	1.2%

Households by Net Worth:

Total	38,596	100.0%
<\$15,000	6,925	17.9%
\$15,000 - \$34,999	2,390	6.2%
\$35,000 - \$49,999	1,567	4.1%
\$50,000 - \$74,999	2,205	5.7%
\$75,000 - \$99,999	2,294	5.9%
\$100,000 - \$149,999	3,625	9.4%
\$150,000 - \$249,999	4,772	12.4%
\$250,000 - \$499,999	7,409	19.2%
\$500,000 - \$999,999	4,691	12.2%
\$1,000,000+	2,718	7.0%



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069

Longitude: -97.490643

Ring: 5 miles radius

Consumer Spending (2010)	Total
<u>Retail Summary:</u>	
Retail Expenditures	\$965,894,592
<u>Apparel:</u>	
Apparel and Services	\$67,741,261
Men's Apparel	\$12,179,796
Women's Apparel	\$20,762,662
Children's Apparel	\$12,537,366
Infant Apparel (Under 2 Years)	\$3,920,972
Footwear	\$8,285,844
Watches & Jewelry	\$7,823,181
Other Apparel and Services	\$6,152,414
<u>Education:</u>	
Education	\$49,829,582
School Books & Supplies	\$7,226,405
<u>Transportation (Local):</u>	
Gasoline and Motor Oil	\$116,566,793
Vehicle Maintenance & Repairs	\$38,219,227
Vehicle Insurance	\$47,069,042
<u>Entertainment/Recreation:</u>	
Entertainment & Recreation	\$133,097,568
Fees and Admissions	\$25,935,551
Membership Fees for Social/Recreation/Civic Clubs	\$6,652,030
Fees for Participant Sports, excl. Trips	\$4,557,225
Admission to Movie/Theatre/Opera/Ballet	\$6,261,376
Admission to Sporting Events, excl. Trips	\$2,631,600
Fees for Recreational Lessons	\$5,808,021
TV/Video/Sound Equipment	\$49,859,235
Community Antenna or Cable Television	\$28,249,434
Televisions	\$8,318,960
VCRs, Video Cameras, and DVD Players	\$838,170
Video Cassettes and DVDs	\$2,162,950
Video Game Hardware and Software	\$2,426,434
Satellite Dishes	\$56,495
Rental of Video Cassettes and DVDs	\$1,742,310
Sound Equipment	\$5,712,084
Rental of TV/VCR/Radio/Sound Equipment	\$37,246
Repair of TV/Radio/Sound Equipment	\$258,697
Pets	\$21,588,416
Toys and Games	\$6,023,669
Recreational Vehicles and Fees	\$12,354,094
Sports/Recreation/Exercise Equipment	\$5,952,886
Photo Equipment and Supplies	\$4,308,867
Film Processing	\$894,155
Reading	\$5,984,963

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 5 miles radius

Consumer Spending (2010)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$16,164,561
<u>Health Care:</u>	
Health Care	\$144,590,290
Health Insurance	\$74,617,273
Nonprescription Drugs	\$4,067,799
Prescription Drugs	\$18,812,029
Eyeglasses and Contact Lenses	\$3,100,077
<u>Food Services:</u>	
Food at Home	\$176,401,721
Bakery and Cereal Products	\$23,384,093
Meat, Poultry, Fish, and Eggs	\$40,769,729
Dairy Products	\$19,486,867
Fruits and Vegetables	\$30,743,161
Snacks and Other Food at Home	\$62,017,869
Nonalcoholic Beverages at Home	\$17,366,250
Food Away from Home - Meals at Restaurants/Other	\$120,331,079
Alcoholic Beverages	\$22,979,607
<u>Housing:</u>	
Shelter	\$648,275,457
Mortgage Payment & Basics	\$416,553,546
Owned Dwellings	
Maintenance & Remodeling Services	\$83,402,427
Maintenance & Remodeling Materials	\$15,266,193
Paint/Wallpaper/Supplies	\$852,382
Rented Dwellings	
Maintenance & Remodeling Services	\$695,126
Maintenance & Remodeling Materials	\$2,331,509
Paint/Wallpaper/Supplies	\$34,827
Utilities/Fuel/Public Services	\$179,748,869
Telephone Services	\$57,665,508
Insurance - Owners & Renters	\$19,741,241
<u>Household Goods:</u>	
Household Textiles	\$5,400,310
Furniture	\$24,983,256
Floor Coverings	\$2,960,658
Major Appliances	\$12,305,917
Housewares	\$3,086,717
Small Appliances	\$1,284,101
Luggage	\$386,812
Telephones and Accessories	\$1,217,976
Housekeeping Supplies	\$28,281,723
Computer & Hardware for Home Use	\$7,926,375
Software & Accessories for Home Use	\$1,181,874

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 5 miles radius

Consumer Spending (2010)	Total
<u>Personal Care:</u>	
Personal Care Products	\$16,516,194
Personal Care Services	\$12,378,819
<u>Financial:</u>	
Investments	\$61,976,327
Vehicle Loans	\$208,164,102
<u>Household Services:</u>	
Computer Information Services	\$10,041,883
Child Care	\$21,339,603
Lawn & Garden	\$16,833,985
Moving/Storage/Freight Express	\$2,354,569
Housekeeping Services	\$6,372,587
<u>Transportation (Local):</u>	
Vehicle Insurance	\$47,069,042
Vehicle Purchases (Net Outlay)	\$183,658,002
Gasoline	\$114,052,837
Motor Oil	\$463,620
Vehicle Maintenance and Repairs	\$38,219,227
<u>Travel:</u>	
Travel	\$76,966,897
Airline Fares	\$18,968,717
Lodging on Trips	\$17,701,315
Auto/Truck/Van Rental on Trips	\$1,575,853
Food and Drink on Trips	\$17,626,077
<u>Miscellaneous Expenses:</u>	
Smoking Products	\$15,617,529

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 5 miles radius

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L1. High Society	3,107
01 Top Rung	0
02 Suburban Splendor	890
03 Connoisseurs	0
04 Boomburbs	1,033
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	0
07 Exurbanites	1,184
L2. Upscale Avenues	2,651
09 Urban Chic	0
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	702
17 Green Acres	1,365
18 Cozy and Comfortable	584
L3. Metropolis	1,271
20 City Lights	0
22 Metropolitans	1,271
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	2
08 Laptops and Lattes	0
23 Trendsetters	0
27 Metro Renters	0
36 Old and Newcomers	2
39 Young and Restless	0
L5. Senior Styles	2,011
14 Prosperous Empty Nesters	1,072
15 Silver and Gold	0
29 Rustbelt Retirees	0
30 Retirement Communities	0
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	586
57 Simple Living	353
65 Social Security Set	0
L6. Scholars & Patriots	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: Esri.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 5 miles radius

<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L7. High Hopes	2,878
28 Aspiring Young Families	1,773
48 Great Expectations	1,105
L8. Global Roots	713
35 International Marketplace	0
38 Industrious Urban Fringe	0
44 Urban Melting Pot	0
47 Las Casas	0
52 Inner City Tenants	713
58 NeWest Residents	0
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	22,312
12 Up and Coming Families	9,253
19 Milk and Cookies	13,059
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
L10. Traditional Living	3,162
24 Main Street, USA	0
32 Rustbelt Traditions	2,778
33 Midlife Junction	384
34 Family Foundations	0
L11. Factories & Farms	0
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	491
26 Midland Crowd	0
31 Rural Resort Dwellers	0
41 Crossroads	491
46 Rooted Rural	0
66 Unclassified	0

Source: Esri.



Comprehensive Trend Report

Prepared by Maxine Bates

Commerce Parkway

Latitude: 35.293069
Longitude: -97.490643

Ring: 5 miles radius

2010 Population 25+ by Educational Attainment

Total	67,780
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	6.1%
High School Graduate	26.8%
Some College, No Degree	27.2%
Associate Degree	8.5%
Bachelor's Degree	19.2%
Graduate/Professional Degree	10.8%

2000 Households by Type

Total	28,775
Family Households	75.7%
Married-couple Family	61.1%
With Related Children	31.7%
Other Family (No Spouse)	14.6%
With Related Children	10.3%
Nonfamily Households	24.3%
Householder Living Alone	19.8%
Householder Not Living Alone	4.5%
Households with Related Children	42.0%
Households with Persons 65+	15.8%

Source: Esri forecasts for 2010 and 2015.